



Makes You Feel Good

MOVIN Vitals

42,000 Listeners and Growing!



GENDER

Females: 65%

Males: 35%



AGE COMPOSITION

Teens: 04%

18-24: 24%

25-34: 25%

35-44: 33%

45-54: 11%



LISTENING LOCATIONS

% At Home: 18%

% In Car: 49%

% At Work: 32%



Ethnic Composition:

Hispanic: 21%

Other: 79%



LISTENERS RETAIL SPENDING POWER

\$9.6 million in New Car Dealers – new & used

\$7.1 million in Grocery Stores

\$3.1 million in Department Stores

\$1.6 million in Electronics & Appliances

\$1.3 million in Furniture

\$900,000 in Family Clothing Stores

\$300,000 in Lawn & Garde

\$1.3 million in Beauty Shops